

**ABSTRACT OF THE DISCLOSURE**

A sweepstakes entry system and method are disclosed for soliciting and capturing selected personal data from a user over an interactive communications network and, based on the personal data retrieved, dynamically selecting and transmitting selected graphics based applets to the user. The system comprises at least one server having first programming for generating solicitation data and transmitting the data to a user. A program controlled apparatus has first programming for generating solicitation data and transmitting the data to a user, second programming for determining whether the user is to receive sweepstakes winnings, and third programming for electronically depositing money corresponding to the sweepstakes winnings in a financial account of the user. Also provided with the server or, alternatively, in a second server, is programming for processing selected personal data received from the user in response to the solicitation data and transmitting discrete content data targeted to the user based on the personal data received. A first database stores the personal data input by the user pursuant to the solicitation data displayed. Finally, an interactive communications network is provided for facilitating the transfer of data between the program controlled apparatus and the server(s). At least one of the first and second servers houses a virtual portal for receiving the personal data and for transmitting the solicitation and discrete content data to the user over the interactive communications network.